



Simplified Communications

Since 2008



PCI DSS Compliant



ISO 9001:2015 Certified Company

Winner of

BANGLADESH
BEST EMPLOYER BRAND
AWARDS 2019.

Sector: (Outsourcing)



ABOUT

Since our inception in **2008**, SuperTel Limited has strived to become the best in the BPO business. A sister concern of Elite Paint & Super Group, we acknowledge our achievements in Bangladesh through the hard work and dedication of our people.



Clients



Since 2019



Since 2020



Since 2011



2011- One time project



Since 2012



Since 2012



Since 2013



2013- One time project



Since 2014

Clients



2014 – 2018



Since 2015



2015 – 2019



Since 2016



Since 2016



Since 2016



Since 2016



2017– 2019



2017– 2020

Clients



Since 2017



Since 2017



2017– 2020



2018 – 2020



2018 – 2020



THE FINE ART OF BAKING

2017 – 2019



Since 2018



Since 2018

International Clients



Since 2019



Since 2019



Since 2019



Since 2021



Since 2021



Since 2022



2008-2013



2008-2014

Super House



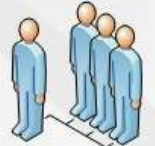
SuperTel Organogram



Office and Support Staffs

- Human Resources
- Accounts
- Legal and Compliance
- Admin

OPERATIONS



Management

Telecommunications

Supervisor

Information Services

Quality Assurance

Team Leader

Team Leader

Contact Centre Agents



Operation Floor 1



Operation Floor 1



Operation Floor 2



Operation Floor 2





Our Strengths



In
operation
SINCE
July 2008

Licensed
World
Class Call
Centre
Solution

Can go
“**LIVE**” in
15 days
notice as
our Infra
is ready to
GO !

Managem
nt team is
formed by
industry
experts,
over 35
years of
combined
experience
in abroad
and local
BPO
Industry of
USA,
Australia
and India.

State of
the Art
Technical
Solution
(WFM, CRM,
Licensed
CC
Solution)

Well-
Equipped
Data
Center



Our Strengths



Space owned by SuperTel
(over 12,000 square feet setup)

Operation Seating Capacity
(300 Plus)

Man Power strength
of more than 200

Power Backup by On-line UPS and Generators
(250 kva & 200 kva)

In-House CRM development team

Disaster Recovery Sites –
DHAKA, CTG

Ready infrastructure



Service Portfolio

Outsourced Contact Center – Voice & Non-Voice
(Inbound & Outbound)

Accounting/Finance Outsourcing

Manning Service & CC Infrastructure Lease

Technical Support/CCTV Monitoring

Back Office Services (Data Entry)

Digital/Web Chat (whatsapp, viber)/Email Support

Graphics Designing/Clipping Path

Software/CRM Development





Contact Center / Telesales

We provide complete **Contact Center Solution** both **Inbound & Outbound** with IVR (Interactive Voice Logger), ACD (Automatic Call Distributor), 100% Voice Logger (Recording), Priority Customer Segmentation, Outbound Dialer and many more features



Technical Support

We provide Level 1 Technical Support to users of technology products such as mobile phones, tablets and software products.



Back-Office Support

Our back office support helps our client to save on operational costs, workforce efficiency and customer satisfaction. Our end to end back office services include Data Entry, Chat Support, Email Support, Order Verification, CRM Development and various Non Voice Support. Integration between platforms can be done seamlessly.



Software Development

SuperTel has their own Software Development Team, offering custom software development, software products, offshore software development, professional outsourcing and software consultancy.



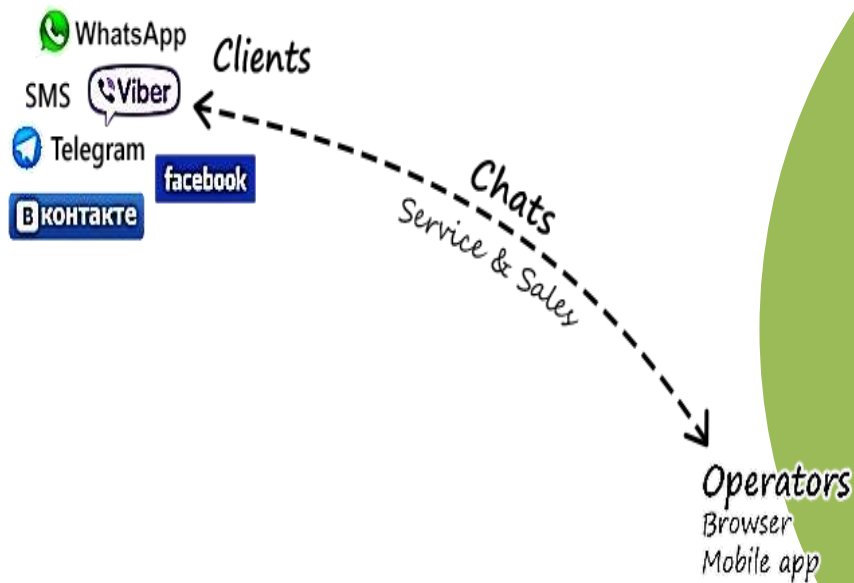
CCTV Monitoring

We offer a comprehensive selection of CCTV related services by using a wide range of transmission technologies, including:

Remote Surveillance

Remote Service

Remote Interactive



Digital Chat Support

Helpdesk via **WhatsApp**, **Viber**, Facebook and Telegram. Clients contact you via WhatsApp, Viber or Facebook and our operators answer them from desktop. SuperTel Ltd is the sole agent in Bangladesh. It's a must technology for E-commerce based companies



Better Ingredients.
Better Pizza.

Papa John's Pizza (USA)

Quality is the foundation Papa John's started with, from the first Papa John's pizza that was made in a broom closet in Jeffersonville, IN, to now more than 5,000 locations in 45 countries and territories around the world. Services we are offering to PJ's are Inbound Call Center, Chat Support, Email Support, Outbound Calls & Back Office Services (Book Keeping & HR) for NY PJs

POWERFUL
DIGITAL
SOLUTIONS
FOR GROWING
BUSINESSES



Netpoint Group (Australia)

The 7 brands that comprise NetpointGroup have been delivering innovative digital solutions across Australia, New Zealand and South East Asia since 2001. Our sites are built on the most popular Content Management System (CMS) in the world because of its ease in content update & SEO. Services we are offering to Netpoint Group are Inbound Call Center, Virtual Personal Assistant, Chat Support, Email Support, Outbound Calls & Back Office Services.

Standard Chartered Bank

The oldest and largest foreign bank in Bangladesh. Only bank that never closed its doors over 110 years of banking operation in the country. Our service offerings to them are Inbound/Outbound Customer Satisfaction Survey Calling, NPS (Net Promoter Score) Survey Calling, Welcome Calls, 1st Bill Reminder Calls and Inbound overflow calls.



VFS Global

The world's largest **outsourcing and technology** services specialist for governments and **diplomatic missions worldwide**. Serving **50 client governments** in **125 countries** with **2251 Application Centers**. Our service offerings to them are Inbound Call Center Service, Chat Support and Email Support





Airtel Bangladesh Ltd

Airtel Bangladesh Limited is one of the fastest growing mobile services providers in Bangladesh with a customer base of more than 10 million. Services we offer to airtel are Outbound Call Center Service which includes but to limited to:

- Prebar Call
- Emergency Prebar Call
- Postbar Call
- Unpaid Call
- BD Call
- Exposure Recovery Call
- Soft Reminder Call
- Return Bill Call
- Corporate Return Bill Call
- 1st Bill Call
- Bundle Renewal Call
- Survey call
- CL Increase Call
- CL Decrease Call
- Address Verification Call
- HV Churn call
- HV 20 days churn
- Corporate prepaid call
- Corporate call
- COIP call

airtel



Robi – an axiata company

Services we offer to Robi are Outbound Call Center Service which includes but to limited to:

- Prebar Call
- Emergency Prebar Call
- Postbar Call
- Unpaid Call
- BD Call
- Exposure Recovery Call
- Soft Reminder Call
- Return Bill Call
- Corporate Return Bill Call
- 1st Bill Call
- Bundle Renewal Call
- Survey call
- CL Increase Call
- CL Decrease Call
- Address Verification Call
- HV Churn call
- HV 20 days churn
- Corporate prepaid call
- Corporate call
- COIP call

Symphony Mobile

Symphony – a brand of **EDISON Group** is the fastest growing leading mobile handset brand in Bangladesh. Symphony is the market leader in the handset segment in Bangladesh. Services we are offering to Symphony are Inbound Call Center, Chat Support, Email Support, Outbound Call Center & Back Office Services

প্রতি ২ জনের ১ জন
স্মার্টফোন ইউজারের হাতে
পুরো পৃথিবীটা তুলে দিয়েছে
বলেই SYMPHONY বাংলাদেশের

**NUMBER 1
SMARTPHONE
BRAND**

SYMPHONY
new experience

Elite Paint

Elite Paint, founded in 1952, was the first ever paint company to have been established in Bangladesh. Since its inception, the company has grown to become one of the country's leading paint brands. Our service offerings to them are Inbound Call Center and Outbound Call Center



Bengal Digital

Bengal Communications Ltd established in January 2005 and are one of the major distributor of various satellite television signals and provide Internet signals through fibre optic cable, coaxial cable in Bangladesh. Our service offerings to them are Inbound Call Center Service and Outbound Call Center Service





Pickaboo.com

Pickaboo is an ultimate shopping destination where you can shop the widest selection of Home appliance, Smart and Feature phones, Camera, Computing and accessories, have them delivered to you directly. Our service offerings to them are Inbound Call Center Service and Outbound Call Center Service

Yunus Centre

We need to use the power of technology and the creative power of young people. By combining these together you can solve these problems. It's possible!"

- Muhammad Yunus



Grameen Intel

We are a Social Business Information Technology company formed as a joint collaboration between Intel Corporation and Grameen Trust. They provide IT solutions for rural entrepreneurs. Our service offerings to them are Inbound Call Center Service.





Marico

Marico Bangladesh Limited is amongst the top 3 FMCG MNC companies and a trusted brand in beauty and wellness space in Bangladesh.

Our service offerings to them are Inbound Call Center Service.



pathao
RIDES BETA



Pathao.com

Pathao is the most technologically advanced logistics provider in Dhaka. Our highly trained, decentralized, fleet of bicycle-based couriers can ensure the most efficient order fulfillment.

Our service offerings to them are Inbound/Outbound Call Center Services.



AB Bank

AB Bank Limited

The first and largest private bank in Bangladesh. Our service offerings to them are Inbound/Outbound Customer Satisfaction Survey Calling, NPS (Net Promoter Score) Survey Calling, Welcome Calls and Inbound overflow calls.

**Core Features of our Contact
Center Solution
“SuperDial”**



Call Center Solution - Core Components



Inbound Campaigns



Outbound Campaigns



100% Call Recording



Visual Dynamic IVR



Historical Reporting



Automated Call
Distribution (ACD)



Real-Time Remote
Monitoring



SMS Integration



API Integration
with Client's CRM

In-house CRM Development

airtel
 Welcome: shobhi
 You are Agent
 Agent status: [0]
 [92.169.1.10]

[Search](#) [Check P2P](#) [Response](#) [Inquiry Call](#) [Logout](#)

Welcome To Credit And Collection System
[Credit Limit](#) | [Bill payment option](#) | [*121*1#](#) | [Auto Debit instruction](#) | [Door Step](#)

Subscriber Number: 1615552903

Total Outstanding | After how much amount customer line will bar | P2P
 Total outstanding | Paid due | Over Due | Minimum bill payment amount
 Date payment information with facility

Subscriber Number: 1615552903
Call Type: Pre Bar Call
Response: Any
Problem/Complain: Commitment, Not Connected, Call Back, Already Paid
Daily Bill Alert: Disconnected During Conversation, Unable or Unwilling to Pay, Bill-Payer Not Found, Busy
Problem Type: Up sell: MCA, Beeping, Caller tune, My tune, Busy
Bill Option: Pre Bar Call, Step, Partially paid, Message delivered, Office will pay the bill
3rd Contact Number:
Total Amount:
Commitment Amount:
Activation Date:
Are you happy with our service?: Select Answer
No Barring Club Message Delivered?: Select Answer
Already Bar?:

Subscriber Number: 1615552903
Call Type: Unpaid Bill Call
Response: Any
Problem/Complain: Any
Daily Bill Alert: None
Problem Type: Up sell: MCA, Beeping, News, Navaz alert, Mobile Backup, Caller tune, My tune, Maternity
Bill Option: Unpaid Bill Call, E-bill, Auto Debit, P2P, P2P
Door Step:
3rd Contact Number:
Total Amount:
Commitment Amount:
Activation Date:
Are you happy with our service?: Select Answer
No Barring Club Message Delivered?: Select Answer
Already Bar?:

Welcome To Airtel Call Back System, Agents Summary

Start Date: End Date:

Call Type	Call Count	P2P	E-bill	Auto-Debit	VAS
1st Bill Call	1	0	0	0	1
BD Call	6	0	0	0	6
CDIP Corporate	1	0	0	0	1
Emergency Prebar Call	11	7	0	0	5
HV 20 Days Unused	1	0	0	0	1
HV Churn	132	0	0	0	132
LV Churn	194	0	0	0	194
Post Bar Call	174	0	0	0	174
Pre Bar Call	106	59	0	0	48
Unpaid Bill Call	62	0	0	0	62
Total	688	66	0	0	624

SYMPHONY Smile Customer Insight Management System (CIMS)

[New call](#) [Logout](#)

New call receive form

Customer Number: 198129104 LSO: jett26 CC Name: Uttara
 District: DHAKA Model: W3B DRC: Alternative Number: 182288758

Service Delivery: Delivery Query Select Product: Select Complain Unactive
 Handset Features: Select Complain Unactive VAS: Select Complain Unactive
 Handset Elements: Select Complain Unactive Price: Select Complain Unactive
 New Campaign: Select Complain Unactive Others: Select Complain Unactive

Remarks: Customer requested to complete the handset as soon as possible

ID	Date	Customer	Mobile	District	Model	Service Type	Reason	Main Category	Remarks	Service By	Status
1	2015-09-18 14:12:58	[98129104]	DHAKA	Customer Hung Up	Query	Others				symphony01	Solved

Data Protection, Redundancy and Failover

Data Protection



Paperless
operation
floors



Automated
Door
Access



Premise
is
secured
with 30
Close
Circuit
Cameras



Prohibiting
the use
of cell
phones
and
cameras
on the
floor



Preventing
internet
access
(chatting,
browsing,
instant
messaging)
for
employees
on the
floor



SuperTel
also uses
software
to block
attempts
to
download,
copy, or
transmit
sensitive
electronic
data

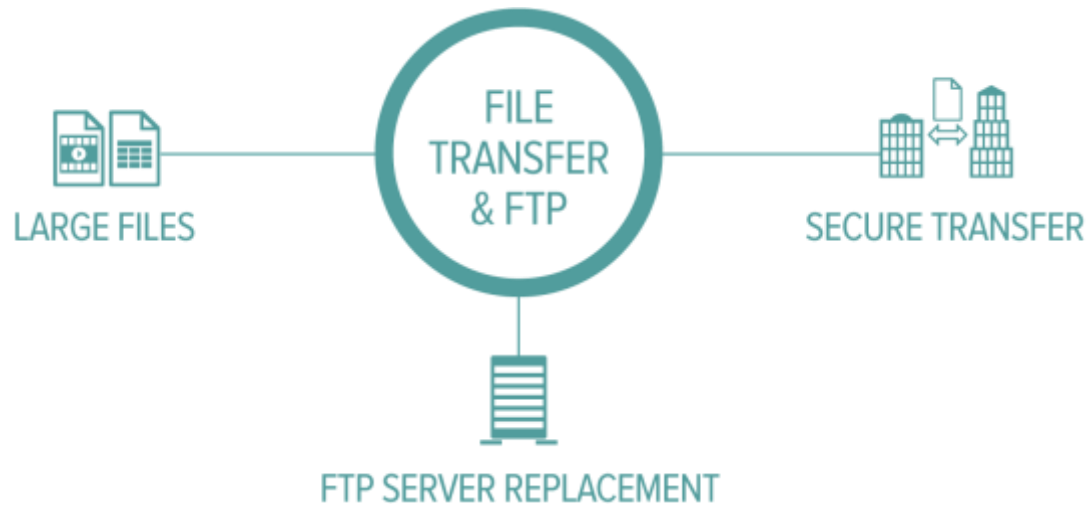
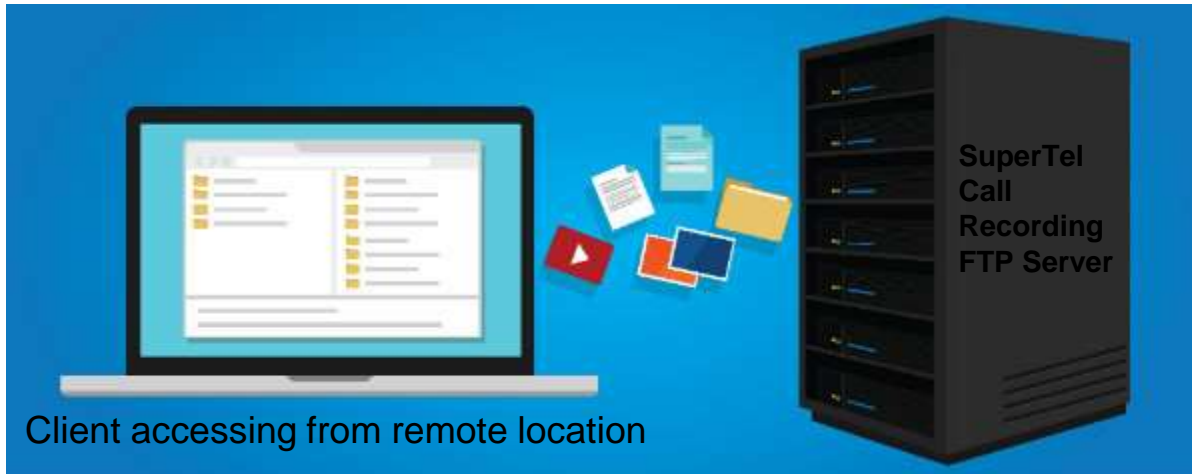


Supervisor
is always
on the
floor at
the time
of dialing
to
monitor
every
agent's
activity



Internal
IT audit
is done
once a
year

FTP Storage Server for Remote Access to Call Recordings



Redundancy and Failover

We have redundant system for each of our servers, with the database being updated and mirrored in real-time so that in the need for activation of a failover, 99.9% uptime can be maintained.

Power Backup

- 24 hours backup power supply with two stand-by Generator system, minimum power backup of 250 kva and 200 kva. APC Online UPS is also in place

Connectivity

- Multiple E1 connectivity is available from separate vendors
- High Speed Internet Connectivity is available
- Multiple Data Connectivity is also available
- SMS gateway

Security Aspects

- Entire premise is secured with 30 Close Circuit Cameras with Real time Computer Desktop recording system

Disaster Recovery Plan (DRP)

- **SuperTel has separate offices for DR at Dhaka & Chittagong.** We are going to use this office as our disaster recovery office if we are unable to use our existing office in Uttara, Dhaka due to any natural disaster or any other reason.
 - Assigned dedicated disaster recovery resource – a team of two train agents and supervisors on disaster recovery processes and systems as part of the on-boarding process and provide frequent (quarterly) refreshers
 - Provide written instructions of disaster recovery procedures
 - We fully test our internal disaster recovery plan 1 time per year (evacuation, communication, etc.)
 - Undertake a quarterly readiness test (log-ins, is everyone trained, are there printed instructions

Screening, Recruitment & Training

Pre-Requisites & Screening of CSRs

SuperTel's Pre-Requisites for CSRs

- Age 22-33
- Education: Minimum Graduate
- **Language Skills: Both in Bengali & English**
- Demography: 5 Kilometers radius
- Computer Skills: Minimum typing speed of 25 wpm
- **Software Proficiency: Must be efficient in Windows OS, MS Word & Excel**
- We encourage candidates with disability

The Call Center Representatives at **SuperTel** are selected after rigorous rounds of

- Telephone interviews
- Written tests
- Group discussion
- Mock calls
- Personal interviews and
- Screening of background check

**Employee Satisfaction,
Attrition & Happy
Customers**

Happy Employees = Happy Customers

Client Name	Yearly Attrition Rate
Symphony Mobile	5%
Airtel	4%
Robi	7%
SCB	3.50%
VFS Global	3.00%
Grameen-Intel	1%
iTel	6%
Modern Herbal	3%
Marico	4%
Pathao	3.5%
Elite Paint	5%
UCBL	4.5%
Qatar	5%
Vivo	6%

We believe happy employee bring Happy customers. We do the following to maintain our attrition rate

- Monthly incentives for top 5 agents
- Agent of the month Tag
- Agent of the Quarter Tag
- Crests and Certificates for best performers
- Room for advancement
- Salary increment every year
- Two festive Bonus
- Team building dinners twice a year
- Team building activity program once every year
- Career path development workshops every quarter
- Employee Performance Review every 6 months
- Monthly Birthday celebrations



**EXPERIENCED
RELIABLE
EFFICIENT**





**CAN
DO
ATTITUDE**

CALL 01678- 005505 | 09666700300



BASIS



BACCO



PCI DSS CRITIFICATIONS



ISO 9001:2015





14th
EMPLOYER
BRANDING
AWARDS
...

BEST EMPLOYER 2019-2020

EMPLOYER BRANDING INSTITUTE - INDIA

 FUN AND JOY AT WORK

BANGLADESH
BEST EMPLOYER BRAND
AWARDS 2019.

8th September, 2019 | Bangladesh

**Bangladesh Best Employer Brand Awards
2019 to SuperTel Ltd
(Sector: Outsourcing/Offshoring)**



KPMG – strategic partner of SuperTel



KPMG (Registered)
Dhaka, Waterfalls, Level No. 023 & 024
4th Floor, Tower T, Plot No. 5
Block - D9, Sector V, Daff Lake
Kolkata - 700 091

Telephone : + 91 33 4402 4000
Fax : + 91 33 4402 4100
Internet : www.kpmg.co.in

To,
Ms Emrana Khan
CEO
SuperTel Ltd
25, Gareeb-e-Nawaz Avenue,
Sector – 13, Uttara
Dhaka 1230
Bangladesh
M:+88 01678 005 505
T: +88 02 895 1057
IP: +88 09 666 777 007, ext: 9009
E-mail: info@supertel.com.bd

8-Nov-2016

Sub: Confirmation of consulting service for SuperTel Limited

Hi Emrana,

It is to confirm you that KPMG will play the role of strategic partner to provide consulting service to SuperTel for any BPO related project as and when required.

KPMG will provide the following consulting services:

- Managing operations
- Training need
- Quality assurance

Wishing you all the best with for the deal.

Thanking You,

Yours faithfully,



SOMNATH DE
TECHNICAL DIRECTOR

Compliance Management

- Dedicated persons who are responsible for health and safety for all employees.
- Transportation Facility graveyard shift.
- 1 Cafeteria for employees with the capacity of 50 people's combined seating arrangements.
- 2 Separate Prayer Rooms.
- 1 Sickroom
- 1 Recreation/Games Room
- Firefighting equipment (Fire extinguisher, Firefighting trained personnel etc.) are available in the operations facility.
- Adequate lights, ventilation and housekeeping.
- Local health, safety, security, and environmental laws.

Contact Center Expo Participation



**SuperTel @ Birmingham
Contact Center Expo 2011 –
UK**



**SuperTel @ CeBIT
2013 – Germany**



**SuperTel @ GITEX
Expo 2014 – Dubai World
Trade Center**



**SuperTel @ GITEX Expo
2017 – Dubai World Trade
Center**



**SuperTel @ Digital World 2015 –
Dhaka, Bangladesh**



e-Asia 2011 – Dhaka, Bangladesh

Contact Center Expo Participation



CEBIT ASEAN Thailand 2018

Japan IT Week Part 2



Tokyo Big Sight May 2019

China International Import Expo 2019



CIIE Nov'2019

China International Import Expo 2019





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